

# Return on Investment

Variable	ROI	Account Type
Campaign Flyer	\$4.1	Medium Hospital
Sales Contact 1	\$3.1	Medium Hospital
Sales Contact 2	\$3.6	Medium Hospital
Sales Contact 3	\$2.1	Medium Hospital
Sales Contact 2	\$6.6	Private Hospital
Campaign Phone	\$ - 0.0	Small Hospital
Sales Contact 2	\$0.8	Small Hospital
Campaign Flyer	\$2.7	Big Hospital
Campaign Phone	\$ - 3.5	Big Hospital
Sales Contact 1	\$11.7	Big Hospital
Sales Contact 2	\$4.0	Big Hospital
Sales Contact 3	\$2.0	Big Hospital
Sales Contact 4	\$10.6	Big Hospital

# Where Should Each Facility Invest More?



## Small Hospital

- ✓ **Best Investment:** Sales Contact 2 with an ROI of \$0.8
- ✓ **Reason:** Highest ROI among all marketing tactics for Small Facilities.
- ✓ **Avoid:** Campaign Phone with an ROI of \$-0.0, as it does not drive meaningful returns.







## Private Hospital

- ✓ **Best Investment:** Sales Contact 2 with an ROI of \$6.6.
- ✓ **Reason:** Extremely high ROI, indicating strong effectiveness in driving revenue for Private Facilities.



# Medium Hospital



## Best Investments:

- **Campaign Flyer** with an ROI of \$4.1.
- **Sales Contact 2** with an ROI of \$3.6.
- **Sales Contact 1** with an ROI of \$3.1.



## Reason:

These tactics generate consistent positive returns, suggesting that a multi-channel approach is effective.



# Big Hospital

## ✓ Best Investments:

- Sales Contact 1 with an ROI of \$11.7.
- Sales Contact 4 with an ROI of \$10.6.
- Sales Contact 2 with an ROI of \$4.0.

## ✓ Reason:

The highest ROI values are driven by personalized sales outreach.

## ✓ Avoid: Campaign Phone with an ROI of \$-0.0, as it does not drive meaningful returns.



# Key Recommendations

**Focus on  
High ROI  
tactics**

*Prioritize **Sales Contacts** across all facility types, especially for Large Facilities and Private Facilities.*

**Reassess  
Low ROI  
tactics**

*Avoid or optimize **Campaign Phone**, as it shows limited or negative ROI.*

**Tailor  
Investments**

*Align marketing spend with what works **best** for **each facility** type to maximize returns.*